



## EduClowns - Breaking taboos with art and performance



### Key Results

More than a  
**100 performances**  
since the inception of  
Blossom Trust

Reached **several  
hundreds of  
thousands of  
people** across Tamil Nadu

### A wide array of topics:

- Universal Health Care Coverage
- TB Advocacy & Awareness
- Promoting the use of condoms
- Sexual Education

### Background

The EduClowns of Tamil Nadu are a theatre group attached to Blossom Trust. The founder of Blossom was part of the local theatre group in the early 90's and decided to use art as an element to educate. The EduClowns were born out of this initiative, making them the first and central element of Blossom.

The EduClowns are non-professional actors, coming directly from the local communities, selected from within our network of self-help groups affected by TB and HIV/AIDS. Wearing the mask and clothing of a clown, the performers are able to step out of themselves, as they are no longer restricted by the traditional boundaries that hold them to the taboo and prevent them from addressing stigma. They tour the local area displaying their talents, street performing, clowning and dancing in order to convey a message in an entertaining and ultimately memorable way.



## Supporting the community

**“Through my role as EduClown, I feel proud to talk about issues to my community. I am passionate about the acting and singing to convey the story.” - Muthulakshmi (pictured), Permanent EduClown member**



## Contact us



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## EduClowns, the foundation of Blossom Trust

Blossom Trust was created in 1993, but even before the official creation, efforts were being made to help the most marginalized in the community. The founding father of Blossom, Father Vima Amalan, was part of a theatre group in Madurai, Tamil Nadu, as part of his Thesis M.A. in Theatre Arts & Pastoral Communications. Realising how arts and performance can make even the most difficult of subjects more approachable, he started the EduClowns performances.



As part of the Campaign of Education, Prevention and Treatment of TB, the CEPT project, the EduClowns performed in the communities of Virudhunagar and Kanchipuram to address the stigma and discrimination around tuberculosis. Other topics taken on by the EduClowns are child health, the promotion of the use of condoms and raising awareness about the prevention of COVID-19.

## Community Based Learning

Also known as the “red-nosed”, the EduClowns offer an alternative method in educating the public about pertinent but sensitive health related issues. Their displays are thought provoking, yet entertaining ways to stimulate discussion and action in a tangible manner. Blossom Trust has seen great success with the EduClowns and it is estimated that several hundreds of thousands of people have been reached in the Virudhunagar, Madurai and Kanchipuram District.

The EduClown look has not only drawn the attention of people in our communities, but also government officials and policy makers. Our EduClowns have therefore been successful at the local level, as well as the policy level of the districts and even the state of Tamil Nadu.